



THE INNOCENT™

PROTECT TODAY. PRESERVE TOMORROW.

HOW TRAFFICKERS OFTEN OPERATE:

Building Trust & Grooming

They start by gaining a victim's trust, often pretending to be a friend, boyfriend/girlfriend, or someone offering love and attention. This grooming phase can last weeks or months.

Using Social Media & DMs

Traffickers reach out on platforms like Instagram, TikTok, Snapchat, or messaging apps, sending direct messages (DMs) with flattering or manipulative language to lure youth. They might offer opportunities like modeling, jobs, or travel.

Exploiting Vulnerabilities

They look for young people who are lonely, running away from home, or dealing with trauma, using those vulnerabilities to manipulate them.

Isolating the Victim

Once trust is established, traffickers isolate victims from friends and family, controlling their communication and movements.

Threats and Coercion

If victims try to leave, traffickers use threats, violence, or debt bondage to keep control.

Using Technology for Control

Traffickers monitor victims' phones, social media, and even use spyware to track them.

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